

Message Text

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PAGE 01 SYDNEY 01760 150855Z
ACTION EA-09

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UNCLAS SYDNEY 1760

USDOC AND TOKYO FOR US TRAVEL SERVICE

E.O. 11652: N/A
TAGS: ETRD, AS
SUBJECT: JOURNALIST FAM TOUR - DISNEYLAND

REF: FAM 7-1032 OF JULY 22, 1977

1. ABC TELEVISION, NON-COMMERCIAL AUSTRALIAN GOVERNMENT
STATION WITH NAT
ON-WIDE COVERAGE, (AUSTRALIA'S EQUIVALENT
OF BRITAIN'S BBC) HAS SCHEDULED A SERIES OF 10 HALF-HOUR
TRAVEL FEATURES. TO DATE, THEY HAVE COVERED AUSTRALIA,
THE ORIENT AND PACIFIC ISLANDS. FORTHCOMING PROGRAMS WILL
FEATURE EUROPE AND THE U.S. ESTIMATED VIEWING AUDIENCE IS
2.5 MILLION.

2. THEY HAVE APPLIED FOR CAB WAIVER PER REFERENCE FOR
COVERAGE OF HAWAII AND WEST COAST USA, TO OBSERVE THE VIVA
CALIFORNIA TOUR OF TRAVELAND PTY. LTD. INCLUSION OF
DISNEYLAND IS CRUCIAL TO THE ENTIRE PROGRAM. ABC HAS REQUESTED
PERMISSION TO FILM DISNEYLAND ON SEPTEMBER 15 AND 16, WITH
ASSURANCES THAT THE FILMING WOULD NOT IN ANY WAY
DISRUPT DISNEYLAND'S OPERATIONS. POST BELIEVES THAT
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THESE ASSURANCES WILL BE KEPT.

3. TRAVELAND HAS BEEN ADVISED THAT DISNEYLAND DECLINES
TO GIVE THE ABC PERMISSION FOR FILMING THEIR PART OF
THE TOUR. IT APPEARS, ON THE BASIS OF THE THIRD-HAND
REPORT WE RECEIVE, THAT PERMISSION IS WITHHELD BECAUSE
DISNEYLAND SEES THE PROJECT AS ONE ADVERTISING A PRIVATE

COMPANY, I.E. TRAVELAND.

4. IN FACT, THE NAME "TRAVELAND" WILL APPEAR ONLY FOR ABOUT 24 SECONDS, AT THE CLOSE OF THE SHOW. THE MAIN THRUST OF THE PRESENTATION WILL BE THE TOURIST ATTRACTIONS OF HAWAII AND THE WEST COAST. THESE ATTRACTIONS, INCLUDING DISNEYLAND, WILL BE THE MAIN BENEFICIARIES OF THE PROGRAM.

5. IF YOU HAVE NO OBJECTION, CAN YOU PRESENT THESE FACTS TO DISNEYLAND, AND SEE WHETHER PERMISSION TO FILM THE DISNEYLAND PORTION OF THE TOUR CAN BE OBTAINED.

6. BECAUSE THE FILM CREW NOW IS MAKING FINAL PREPARATIONS FOR THEIR SEPTEMBER 4 DEPARTURE FROM SYDNEY, PLEASE EXPEDITE THIS REQUEST.

7. NOTE: ABC'S EXECUTIVE PRODUCER SAYS THAT THE US PROGRAM IS SCHEDULED TO BE BROADCAST IN MARCH. "PRIME TIME" FOR INFLUENCING AUSTRALIAN TRAVEL PLANS.

IN ADDITION, THIS TIMING WOULD BE EXTREMELY FORTUNATE FOR OUR VISIT USA PROMOTION WHICH IS SCHEDULED FOR THE TRAVEL TRADE DURING FEBRUARY/MARCH 1978.

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